Monetizing & Scaling Video Marketing For SMB’s & Content
Adams Publishing Group serves communities all across the United States. We own and operate daily and non-daily newspapers along with their digital sites, magazines, niche publications and events. We also operate multiple marketing agencies, travel and tourism specialty products, and commercial printing facilities.
When was your last “Aha!” moment?

Ours led to a million-dollar idea: Across APG’s 125 markets and brands, what was the most under-served need among 150,000+ small businesses? Something we and our competitors weren't offering? Video capabilities. But, it had to be turnkey and very cost-effective.
How much money will be spent on programmatic video advertising?
In 2022, US advertisers will spend $62.96 billion on programmatic digital video, up from $52.17 billion in 2021.

Which device accounts for the most programmatic ad spending?
Mobile represents two-thirds of programmatic video advertising, but its share is declining as connected TV (CTV) earns more ad dollars.

How fast is programmatic CTV ad spend growing?
This year, programmatic CTV will increase by 39.2%, following an 82.4% increase from 2021.
APG partnered with Wochit in a 30-market, 30-day test in April 2021.
Equipped both advertising and newsrooms with access to its self-serve video platform.
Advertising teams sold 30-second to 60-second videos - retailers, recruitment, non-profits, political...
Created three turnkey, cost-effective solutions.
Checklist submitted to a designer (script, assets, client info, call to action), two proofs and edits, and it's in their hands.
Delivery across Programmatic, OTT/CTV, and Social Media Channels.
Newsrooms began creating fun, interactive video around all types of content.
In May, we then launched it company-wide.
# Video Marketing Plans

Find the plan that’s right for you.

Tell your story and captivate your audience. Whether your goal is to promote a particular product, service, or your overall brand, video can simply and effectively accomplish your goal.

## Targeted Marketing Plan

**Programmatic video:**
- Targeted audience segments based on geography, demographics, and interests
- Pre-roll, mid-roll, and in-banner ads
- 20,000* Monthly Impressions
  - Includes 20,000 Monthly Video Impressions delivered to hyper-local, behaviorally targeted consumers during their online experience.

### Up to 10 Photos or Video Clips
- Featured/Client Provided or Choose From Our Content Library
- Curated music tracks
- Up to 2 rounds of edits
- Duration: up to 30 seconds
- Includes Analytics/Reporting
  - *3 Month Minimum

## Social Media Advertising Plan

**Facebook Marketing:**
- Targeted audience segments based on geography, demographics, and interests
- Video selection based on semantics and keywords
- Facebook - Includes 20,000 Monthly Video Impressions to hyper-local, behaviorally targeted consumers.

### Up to 10 Photos or Video Clips
- Featured/Client Provided or Choose From Our Content Library
- Curated music tracks
- Up to 2 rounds of edits
- Duration: up to 30 seconds
- Includes Analytics/Reporting
  - *3 Month Minimum

## YouTube Marketing Plan

**YouTube Marketing:**
- Targeted audience segments based on geography, demographics, and interests
- Video placement and audience segments based on semantics and keywords
- Includes 12,500 monthly video impressions to hyper-local, behaviorally targeted consumers.

### Up to 10 photos or video clips
- Featured/Client Provided or Choose From Our Content Library
- Curated music tracks
- Up to 2 rounds of edits
- Duration: up to 60 seconds
- *Does Not Include Any Targeted Marketing Solutions

## Turnkey Branding Video Plan

**Turnkey Branding Video:**
- Up to 10 Photos or Video Clips
  - Featured/Client Provided or Choose From Our Content Library
  - Curated music tracks
- Up to 2 rounds of edits
- Duration: up to 15 seconds
- Includes Analytics/Reporting
  - *3 month minimum

Custom Video & Other Options Also Available

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76% of small business owners say video marketing has a direct impact on their business - Wyzowl.com, Video Marketing Statistics 2021

92% of marketers say it’s an important part of their marketing strategy - Wyzowl.com, Video Marketing Statistics 2021
EXAMPLES OF OUR WORK

What does our final product look like?
RESULTS!

• A year later, we're still cranking them out...
• Sales teams have sold and created 800+ videos...
• Programmatic, YouTube/Facebook/TikTok/Instagram Campaigns, OTT/CTV and O & O
• Newsrooms have created hundreds of videos around news, entertainment, sports, and business
• Oh, and we didn't add a single position to either side of our business…
APG Media of Chesapeake enhanced their strategy to include high-quality custom video production, as well as Wochit slideshow videos in order to cater to clients of all sizes and budgets. This has led to impactful editorial content, engaging marketing campaigns, and fruitful relationships with companies big and small, and gives flexibility in options offered with packages ranging from $350-$6,000+...
EDITORIAL

Wochit Video is an excellent tool to quickly turn a news article and photos into a well produced video, giving an extra layer of engagement to your audience as well as extending the life of your content. The in-house productions add emotional weight and gravitas to powerful stories from our communities.
MARKETING

Wochit Video is perfect for teasing upcoming sections and events, as well as promoting any offers running. In-house productions let you fine tune your message and deliver it in a powerful way.
Wochit Video is an affordable option that even the smallest businesses can put into their budgets, and it gives an attractive and strongly branded final product. In-house video is perfect for larger companies and corporations with bigger budgets that want professional-level detail, and complete control over their final products. Having both options has opened doors for us with both small clients who are afraid to budget for video, and large accounts ready to take their content to the next level.
Tips to Create

• **EXPERIMENT!** The biggest hurdle to overcome is fear of making a mistake. Try new elements, styles, and animations to see where it takes your video. You can easily go back to where you were if the new direction doesn’t work.

• **GET THE GOOD MUSIC!** Spend extra time making sure your music selection fits well. It should be as engaging as anything in the video and make people want to keep listening. It’s a good sign if the song is stuck in your head after an edit. Edit your cuts to the flow of the music to give a cohesive feel.

• **USE ANIMATIONS!** The animations included in the Wochit platform are fun and engaging. Use them where appropriate (not all ads/content require fun animations) to add a more professional feeling edit to the video.

• **VOICEOVER!** When called for, a good voiceover can add a lot to what otherwise may be a bland sequence of images. Speak clearly and concisely and try to add energy and enthusiasm to the product/topic at hand.
SUCCESS STORY

What started as a shot in the dark became a fruitful relationship. APG Chesapeake made contact with Perdue Farms about advertising and they asked if we could put together a video spec for them. Our videographer prepared and filmed a fried chicken dish at home to present to them. They enjoyed the video and hired us on to do 3 recipe shoots with their executive chefs! That successful shoot blossomed into further business with print ads, digital campaigns, and contests running for over $20k in business!
The importance of pricing

The price is the key, it is an affordable solution for effective marketing that a customer can hand pick their targeted demographic.

Most small business will never be able to afford a commercial or videographer, so we offer an affordable opportunity with little work to no work to the client. This is something that most clients have never thought possible, so we are leveraging our company as the one stop shop for all advertising print and digital needs.
We package the videos in bundled advertising plans so we can secure print, video and other digital opportunities.

We keep work for the client low, we ask them for the message they want to promote and give our design team the creative power. We treat the videos the same as a print ad with limited messages, instead of a smorgasbord of everything they offer.
Selling videos comes from the top down. It can never be one more thing to sell-Bundle! Celebrate Wildly! Expect that every rep needs to sell at least one.
QUESTIONS?

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